

Aurora Institute

Communications Associate

June 2022

About the Aurora Institute

The Aurora Institute is a 501c3 nonprofit with the mission to drive the transformation of education systems and accelerate the advancement of breakthrough policies and practices to ensure high-quality learning for all. Aurora is shaping the future of teaching and learning in K-12 education nationally through its work in policy advocacy, research, and field-building/convening. Aurora works on systems change in K-12 education, identifies root causes in structures, promotes best practices, examines policy barriers, and makes recommendations for change. Aurora has a national and global view of the future of education innovation and lifts up promising policies and practices that yield improved outcomes for students. Aurora envisions a world where all people are empowered to attain the knowledge, skills, and dispositions necessary to achieve success, contribute to their communities, and advance society.

Through its strategic work to advance student-centered learning policies, research, field-building and knowledge creation, and to catalyze change at all levels by convening and connecting education leaders, the Aurora Institute has established itself as a leading voice and trusted source in the field of K-12 education. It is particularly recognized as a leader in the field around education innovation for advancing future-focused policies and practices. Recognized as a premier thought leader in personalized, competency-based education, Aurora drives policy change for personalized learning, competency-based education, and student-centered learning ecosystems and catalyzes change at every level. Aurora has published more than 100 research reports, issue briefs, and publications on the leading edge of K-12 competency-based education. Partner organizations, systems leaders, and policymakers across the country rely heavily on the Aurora Institute's thought leadership and policy expertise.

Opportunity

The Aurora Institute is seeking a communications professional who is passionate about our mission to serve as the Communications Associate, supporting the Communications Director in developing and implementing communications strategies to broaden the awareness and impact of Aurora's programs and evolve the organization's brand.

Key responsibilities of the Communications Associate include:

- **Support the organization's digital communications strategy:**
 - Implement the organization's social media strategy - drafting content, analyzing trends and strategies, and engaging with followers
 - Track analytics related to our digital communications, and developing strategies around how to build impactful campaigns
 - Develop content for organization's email marketing strategy and writing e-newsletters
 - Update website, including content creation, maintenance, and management
- **Supporting the organization's publication and materials development:**
 - Developing digital dissemination strategies around research and policy publications
 - Supporting the production of publications, including design in Adobe Suite.
- **Supporting additional needs of the team, including but not limited to:**
 - Maintaining the organization's editorial calendar
 - Additional graphic design support, including development of PowerPoints, presentation decks for external engagements
 - Events management support
 - Copyediting and contact management

Qualifications

The Aurora Institute is looking for a rising star within the communications field. They will be a self-motivated and energetic individual with a passion for storytelling, digital media, and education change. The ideal candidate will possess many of the following attributes and experiences:

- Ideally, at least 2 years experience working in some sort of communications capacity, especially for a nonprofit, education, or public service organization.
- Bachelor's degree or equivalent experience.
- A commitment to transforming public education, social change, diversity, equity, and inclusion, and anti-racism.
- Proven ability to balance multiple projects while maintaining a perspective on long-term goals.
- Strong oral and written communications skills. Ability to advocate and drive attention to the organization's work.
- Experience with content management systems (i.e., WordPress, etc.), email management platforms.
- Proficiency with Adobe Software (inDesign, Photoshop, and Illustrator); graphic design skills are a huge plus! We're looking for someone who can regularly make updates to our graphics and templates in Adobe Suite. Proficiency in Adobe is preferred, but we can also offer training for the right candidate!
- A self-starter and highly motivated, possessing the ability to be proactive.
- Highly organized, capable of prioritizing and keeping multiple strands of work moving forward all while producing timely, high quality deliverables.
- Commitment to Aurora's stated values of being Student-Centered, Equity-Driven, Future-Focused, Credible, Knowledge-Driven, and Collaborative.
- This is a 100% remote position and can be based anywhere in the U.S. Candidate will work from home.

Don't think you meet one of these requirements or quite fit the box we've described? This is a comms job - convince us why we should hire you anyway.

Additional Information

Compensation and Benefits

- The position offers a salary range of \$60,000-\$65,000 and robust benefits including full health benefits (including medical, vision and dental), 403(b), and life and disability insurance. More details can be provided upon request.

Application Process

- To be considered, applicants must submit a cover letter and resume to this link: <https://form.typeform.com/to/h3ywPgUa>

Learn More

- To learn more about the Aurora Institute and other job opportunities like this, please visit our website: aurora-institute.org